Abstract

The purpose of this research was to compare information perception, information need, media need, and participation towards public awareness campaign on SANSAB Canal Conservation between Thepleela community and Wattuk community. Questionnaires were used to collect the data from 232 Thepleela community samples and 205 Wattuk community samples. Frequency, percentage, mean, t-independent test, and Stepwise-Multiple Regression Analysis were employed in the analysis of the data. The results of the research were as follows:

1) The information perception towards public awareness campaign on SANSAB Canal Conservation between Thepleela community and Wattuk community was significantly different at .05 level.

2) The media need towards public awareness campaign on SANSAB Canal Conservation between Thepleela community and Wattuk community was significantly different at .05 level.

3) The information need towards public awareness campaign on SANSAB Canal Conservation between Thepleela community and Wattuk community was significantly different at .05 level.

4) The participation towards public awareness campaign on SANSAB Canal Conservation between Thepleela community and Wattuk community was not significantly different at .05 level.

5) The variable which could best explain information perception towards public awareness campaign on SANSAB Canal Conservation is Community Area.

Keywords: Perception, Information need, Public awareness campaign, SANSAB Canal Conservation